

## How to Use Statewide Contract PRF50, New Media, Marketing, Advertising, Public Relations Services & Event Planning

<b>Contract #:</b> PRF50	<b>Contract Duration:</b> 03/01/2012 to 02/28/15
<b>MMARS #:</b> PRF50*	<b>Options to renew:</b> No options available
<b>Contract Manager:</b> William Funk - 617-720-3329 <a href="mailto:William.Funk@state.ma.us">William.Funk@state.ma.us</a>	
<b>This contract contains:</b> Small Business Purchasing Program (SBPP), Supplier Diversity Office (SDO) Businesses and Environmentally Preferable Products (EPP) Programs	
Last change date: 11/20/12	

### Contract Summary

Contract awards for any of the six communication mediums listed below involve concept to finish for each project. Vendors contracted for any one communication medium below can include other medium elements in their project, e.g., a New Media project for a Tweet can include marketing, advertising and public relations based upon the message and audience. The **six communication mediums available are:**

#### Communication Medium:

- |                    |                            |   |
|--------------------|----------------------------|---|
| <b>1.New Media</b> | <b>3. Advertising</b>      | <b>5. Event Planning/Event Planning</b> |
| <b>2.Marketing</b> | <b>4. Public Relations</b> | <b>6. Full Service (all sections)</b>   |

#### Services Available, but not limited to:

• Structuring Marketing Programs • Production Design • General Design • Creative Development & Production • Media Planning • Media Buying\* • Medium Monitoring • Translating Advertising Goals & Strategies into effective media buys and schedules • Promotion Development & Implementation Assistance • Campaign Web Design • Direct Marketing & Social Media Marketing • Earned Media (graphic design & copy editing) • Development of Market Research & Strategies • Situational Analysis • Market Summary & Analysis • SWOT Analysis (Strength, Weakness, Opportunity & Threat) • Financial Analysis including budgets & forecasts • Control Mechanisms with Implementation Milestones • Organization & Contingency Plans • Public Service Announcements (PSAs) • Coordinating, Organizing, Producing & Executing Events & Functions • Securing Support Services for Conducting a Campaign, Graduation Ceremonies & Engaging Convention Support Personnel and/or Services.

**Note \*** Departments have the option of placing media buys directly following in-house or vendor development & production.

### Benefits and Cost Savings

- Encourages a partnership relationship between vendor and engaging entity for best value,
- Aggregating projects and volume can be established with vendor for common themes and best value,
- Summarizing department needs in a Statement of Work can effectively allow for ceiling prices to be negotiated based on an identified volume not known during the bid process,
- Many SDP Plans are inclusive of subcontractors qualified to support a department for services under this contract and also allows for a department to meet their SDP annual benchmarks,
- Vendors have local, regional, national and international experience and exposure,
- Vendors have clients who are small and large and have a local and national presence,
- Vendor media experience allows for greater PSAs and/or placements through volume media buys.

## Who Can Use This Contract?

### Eligible Entities:

01. Cities, towns, districts, counties and other political subdivisions
02. Executive, Legislative and Judicial Branches, including all Departments and elected offices therein;
03. Independent public authorities, commissions and quasi-public agencies
04. Local public libraries, public school districts and charter schools;
05. Public Hospitals, owned by the Commonwealth;
06. Public institutions of high education
07. Public purchasing cooperatives;
08. Non-profit, UFR-certified organizations that are doing business with the Commonwealth;
09. Other states and territories with no prior approval by the State Purchasing Agent required; and
10. Other entities when designated in writing by the State Purchasing Agent.

## Pricing and Purchase Options

**Purchase Options:** Purchases made through this contract will be direct outright purchases. All elements of the project's creation through the use of Commonwealth funds are owned by the Commonwealth except where prior ownership has been established. Commonwealth departments should be made aware of such exceptions.

### Compensation Structure/Pricing & Expenses:

- Compensation Structure/Pricing is project based with a transparent hourly rate structure identified in response to an RFQ or a developed Statement of Work (SOW) which is accepted and included on all invoices.
- Buying Power relates to the media buying relationship that a vendor has within the communication market which Commonwealth entities may benefit from by receiving greater discounts and savings.
- Quotes/Statements of Work (SOW) should always be employed as contract rates are ceiling prices and need to be reviewed and further negotiated for specific projects. An SOW will identify deliverables as well as a vendor's industry experience that will be leveraged for lower rates e.g. media rates, frequency, placement, or positioning.
- Rate Sheets are posted on Comm-PASS under the Vendor tab for each vendor with a vendor rate comparison sheet on the Forms & Terms tab.
- Prompt Payment Discount (PPD) is **not** applicable to third party costs such as media placement or other services and commodities where there is no commission or markup percent. Advance notification will avoid problems.

## Additional Information

### Communication Medium Services Defined:

- **New Media:** The real-time generation of new content, on-demand access to content anytime, anywhere, on any digital device that is portable or in/at a fixed location. New Media operations can create several versions of the same communication object or content through, but not limited to: Facebook, Twitter, LinkedIn, and Blogs.
- **Marketing:** Marketing & Advertising communications, Brand Development, Strategic Planning, Focus Groups, Pre-/Post-Campaign Evaluations, Event Materials, Graphics, Packaging, Analytics & Monitoring, Email Marketing, Mobile Application Development, Online Content Syndication, Search Engine Optimization & Outreach, Video, PSA development & production\*, Web Development, and Media Placement.
- **Advertising:** The Development, Production (drafts, proofs, edits and finals) & Positioning of specific messaging content in any identified or to be identified approved communication mediums to reach a predetermined audience or segmented demographic market\*. This can include identifying and interacting with vehicles of communications for rates, purchase, placement, pre- and post-audit for measurement of communication placement and/or positioning effectiveness.
- **Public Relations:** Essential functions include research, planning, communication, dialogue and evaluation, public attitudes, definition of the policies, procedures and interests of an organization. More specifically publicity events, photo ops or publicity stunts, speeches to constituent groups and professional organizations; receptions;

seminars, and other events; personal appearances, collateral literature, both offline and online, direct communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters, blogs, as well as social media and social networks.

- **Event Planning/Event Support:** Event Planning relates to the full service requirements of an engaging entity from start to finish for the complete process of planning such events as, but not limited to, trade shows, workshops, seminars, award ceremonies and conventions. This includes budgeting, establishing dates and alternate dates, site selecting and reserving, acquiring permits, coordinating transportation and parking. Depending on the event such services can include: developing an event theme or motif, arranging for speakers and alternate speakers, coordinating site support services (such as electricity and drayage), arranging decor, tables, chairs, tents, event support and security, catering, police, fire, portable toilets, parking, transportation of attendees and/or materials, signage, emergency plans, cleanup and event follow-up evaluation for success. Event Support relates to service assistance (support) once all functional elements of a scheduled event have been established and/or a site has been secured. Included in part or in total would be: graphic design, back-drop graphic imprinted signs or panels, onsite support personnel for registration, surveys, workshop facilitators but **not** presenters, greeters, and other services that are ancillary to the successful event outcome.

- **Full Service (all sections):** Includes every communication medium, service and event planning/support as defined above.

**Note \*** Departments have the option of placing media buys directly following in-house or vendor development & production.

## Vendor List and Contract Information

The awarded contractors are listed below. Please refer to the "Vendor" tab of Comm-PASS ([www.comm-pass.com](http://www.comm-pass.com)) at the bottom of the vendor detail page for the "Contractors Pricing Information" attachment. Supplier involvement in any of the following programs will have the appropriate icon appearing on the "Vendor" tab page in Comm-PASS. Programs include Small Business Purchasing Program (SBPP), Supply Diversity Office Certification (SDO, formerly SOMWBA Certification), Supplier Diversity Program (SDP, formerly AMP), Environmentally Preferable Products Program (EPP), and Prompt Pay Discount PPD).

### Awarded Vendors (21):

	Vendors	Email Address	Phone Number	OSD Programs
1	451 Marketing, LLC	<a href="mailto:partners@451marketing.com">partners@451marketing.com</a>	617-259-1605	SBPP
2	AJD & Associates	<a href="mailto:amydominici@aol.com">amydominici@aol.com</a>	508-381-3695	SDO, SBPP
3	Allen Roche Group	<a href="mailto:jroche@argmail.com">jroche@argmail.com</a>	781-587-7300	
4	ARGUS Communications	<a href="mailto:zamawa@thinkargus.com">zamawa@thinkargus.com</a>	617-261-7676 x203	SDO, SBPP
5	Buyer Advertising, Inc.	<a href="mailto:cbuyer@buyerads.com">cbuyer@buyerads.com</a>	857-404-0860	SDO, SBPP
6	Carroll Communications, LLC	<a href="mailto:mcarroll@carrollcommunications.net">mcarroll@carrollcommunications.net</a>	781-248-2125	SDO, SBPP
7	causemedia (More Advertising)	<a href="mailto:jhaber@causemedia.com">jhaber@causemedia.com</a>	617-558-6850 x13	SDO
8	CMGRP (WebberShandwick)	<a href="mailto:ihardy@webershandwick.com">ihardy@webershandwick.com</a>	617-520-7119	
9	CommCreative	<a href="mailto:leannp@commcreative.com">leannp@commcreative.com</a>	508-620-0791 x15	SBPP
10	Conventures, Inc.	<a href="mailto:dchoate@conventures.com">dchoate@conventures.com</a>	617-204-4216	SBPP
11	Fuseideas	<a href="mailto:dfranczak@fuseideas.com">dfranczak@fuseideas.com</a>	617-776-5800	SBPP
12	Genuine Interactive	<a href="mailto:jgrayson@genuineinteractive.com">jgrayson@genuineinteractive.com</a>	617-451-9700	
13	Geovision, Inc.	<a href="mailto:juanm@geovisiononline.com">juanm@geovisiononline.com</a>	617-926-5454 x104	SDO, SBPP
14	Health Resources in Action	<a href="mailto:dbarrypreston@hria.org">dbarrypreston@hria.org</a>	617-279-2240 x381	
15	Lane Printing Co., Inc.	<a href="mailto:frank@laneprint.com">frank@laneprint.com</a>	781-767-4450	
16	LaVoie Group	<a href="mailto:dlavoie@lavoiegroup.com">dlavoie@lavoiegroup.com</a>	978-745-4200 x103	SDO, SBPP
17	NXTevent, Inc.	<a href="mailto:info@nxtevent.com">info@nxtevent.com</a>	617-904-9050	SDO, SBPP
18	Regina Villa Associates	<a href="mailto:nfarrell@reginavilla.com">nfarrell@reginavilla.com</a>	617-357-5772 x15	SDO
19	Sandra Schafer Design	<a href="mailto:sdesign@rcn.com">sdesign@rcn.com</a>	617-623-1230	SDO, SBPP
20	Schneider Associates, Inc.	<a href="mailto:launch@schneiderpr.com">launch@schneiderpr.com</a>	617-536-3300	SDO, SBPP
21	The Rendon Group	<a href="mailto:traynard@therendongroup.com">traynard@therendongroup.com</a>	617-912-3800	

## Strategic Sourcing Services Team Members

Charles Caron,	DPH	<a href="mailto:Charles.Caron@state.ma.us">Charles.Caron@state.ma.us</a>
Christopher MacIsaac,	EEA	<a href="mailto:Christopher.MacIsaac@state.ma.us">Christopher.MacIsaac@state.ma.us</a>
Cynthia Campbell,	OGR	<a href="mailto:Cynthia.Campbell@state.ma.us">Cynthia.Campbell@state.ma.us</a>
Karan DiMartino,	WIC	<a href="mailto:Karan.DiMartino@state.ma.us">Karan.DiMartino@state.ma.us</a>
Maria Rosario,	DCF	<a href="mailto:Maria.Rosario1@state.ma.us">Maria.Rosario1@state.ma.us</a>
Mary-Anne Siok,	DOE	<a href="mailto:Mary-Anne.siok@state.ma.us">Mary-Anne.siok@state.ma.us</a>

## Summary of Where to Obtain Important Contract Information

To obtain in depth contract information please go to the Comm-PASS ([www.comm-pass.com](http://www.comm-pass.com)) website, click on "Contracts" then search by document number PRF50 to locate the following contract information:

Contract User Guide	"Forms & Terms" tab
Statement of Work (SOW)	"Forms & Terms" tab
Purchase Order for Commodities & Services	"Forms & Terms" tab
Request for Response (RFR)	"Forms & Terms" tab
Vendor Award List with categories, pricing, etc	"Forms & Terms" tab
Pricing: "Maximum Rates & Service Categories	"Vendor" tab – bottom of vendor info page

End